

Chapter 7

**“Mapping the IBM Offerings to
Solutions for IBM On Demand Business”**

Chapter Objectives

- Know the key investment areas
- Understand the relationship between the key investment areas and the two strategic imperatives
- Learn the value propositions for different departments in IBM

Key Investment Areas

(Primary client needs)

- Optimize the value net
- Increase business flexibility
- Extract greater value from data
- Improve the client experience
- Drive business innovation
- Optimize today's IT investments
- Improve employee productivity
- Streamline processes
- Increase security and resiliency
- Facilitate and enhance business control compliance requirements

- IBM and their Business Partners combine business process knowledge and technology to enable clients to make better use of resources to become more productive.
- IBM helps clients develop a customized roadmap so that a client can start from a point that is appropriate for them.
- Clients in the on demand era are focused on and progressing toward two strategic imperatives:
 - Innovate the business to differentiate and capture new value
 - In the face of fierce competition, organizations need to be able to anticipate, rapidly respond, and always be available.
 - IBM helps organizations by integrating processes and business behavior horizontally to respond more quickly to market changes.
 - Make better use of resources to be more productive
 - By achieving more out of the resources, it generates additional opportunity.



On Demand Business Value Proposition for IBM Global Services

- IBM Global Services provides the people and resources that make On Demand Business happen.
- People who deliver an arsenal of strategic business and process expertise are backed up by partnerships and technology know-how that is needed to deploy systems and solutions onsite, outsourced, or both, on demand.

On Demand Business Value Proposition for the IBM Software Group

- IBM Middleware:
 1. Can help businesses innovate, and sense and respond to ever-changing environments, through the connection and integration of disparate processes and information.
 2. Provides high performance technology tuned with applied business expertise.
 3. Solutions securely integrate, manage, optimize, and extend IT investments.
 4. Can provide a high performance platform for the creation of a flexible and incrementally deployable set of infrastructure capabilities. It can help support business transformation or enhancements for IT environments, applications, and processes.

On Demand Business Value Proposition for the IBM Systems and Technology Group

- On Demand Business solution offerings provide a client with the ability to adjust easily to change while increasing the productivity of infrastructure and individuals at each client.

On Demand Business Value Proposition for the IBM Personal Computing Division

- IBM Personal Computer Division (PCD) helps our clients become more of an On Demand Business by:
 - Delivering products that improve employee productivity
 - Streamline and simplify processes
 - Optimize today's IT investments
- IBM is best positioned to do this through their intimate knowledge of clients, and their investment in technologies and software, services capabilities, and channel partners.

On Demand Business Value Proposition for IBM Global Financing

- IBM and our Business Partners have world-class business knowledge combined with flexible technology and financial delivery offerings that can help organizations build breakthrough advances in productivity and innovation.
- IBM Global Financing helps makes the transition and also helps you continue to support a responsive, focused, and resilient On Demand Business environment.
- It's your strategic partner for the life cycle of your IT solution.

On Demand Business Value Proposition for IBM Printing Systems

- IBM print and electronic output solutions:
 - Give you technology you need to implement an On Demand Business information-delivery environment. It can sense and respond to market requirements, manage costs through increased utilization and productivity, and ensure business continuity.
 - Help you to achieve the most from your output infrastructure.
- IBM provides:
 1. Enterprise output privacy and security
 2. Flexible information-delivery options
 3. Innovative output solutions from a company you trust

What You Have Learned

- The key investment areas
- The relationship between the key investment areas and the two strategic imperatives
- The value propositions for different departments in IBM